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APPLICANT: Ekstrom
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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-11. (cancelled)

12. (currently amended) A method for retaining fee-based memberships at a health club providing health club services to its members, comprising:

(a) — ~~determining attendance of club members at the health club;~~

(b) — categorizing the club members into one of a plurality of member segments based on their level of attendance at the health club, the member segments comprising non-user members, low user members, regular user members, and new members, the new members being categorized as such for a predetermined initiation period prescribed by the health club; and

(c) — ~~electronically transmitting text messages to the club members in each of the plurality of member segments, the text messages being customized to respective member segments, wherein:~~

~~for non-user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message asking the non-user member in an electronic message to identify obstacles preventing more frequent usage of the health club;~~

~~for low user members, said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text~~

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message including providing the low user member an exercise motivation tip in an electronic message;

for regular user members, ~~said message comprises a communication selected from a group consisting of a text message indicating the member's level of attendance and a text message providing the regular user member a wellness tip in an electronic message;~~ and

for new members, ~~said message comprises a communication selected from a group consisting of a text message welcoming the new member to the health club and a text message offering the new member a health club orientation in an electronic message;~~

whereby non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

13. (previously presented) The method according to claim 12, and comprising establishing a new member program for new members of the health club.

14. (cancelled)

15. (previously presented) The method according to claim 13, and comprising electronically transmitting text messages to new members encouraging usage of the health club.

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16. (previously presented) The method according to claim 15, wherein the text messages for new members include basic fitness tips.

17. (previously presented) The method according to claim 16, wherein the text messages are electronically transmitted to new members at least once a week.

18. (cancelled)

19. (currently amended) The method according to claim ~~18~~ 12, and comprising notifying club staff of those members in the non-user segment.

20. (previously presented) The method according to claim 19, and comprising contacting by telephone those members in the non-user segment.

21. (cancelled)

22. (cancelled)